



# Case Study

Client: Ricardo Camargo  
Expertise: Naming, Brand Design  
Agency: Vapor Studios

Clients: Adidas  
Nike  
Oakley  
Logitech  
W Hotels  
Timberland  
Pepsi



**Ricardo Camargo**  
Founder + CEO at Vapor Studio

“I can’t risk jeopardizing my accounts by suggesting a trademark name with existing conflicts. That’s why Haloo is a reputational lifesaver.”

Ricardo Camargo is the CEO and founder of his brand design agency, Vapor Studio. His agency helps global clients like Nike and Pepsi brand and launch new products, in addition to creating and launching new ventures of their own. No stranger to brand trademarks and the complications of the trademarking process, Ricardo started using Haloo’s search engine to be better informed and prepared along the way, so that he can be a better advisor and partner to his clients—and help them go to market faster.

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## Challenge 1: Timelines

Ricardo’s biggest obstacle? Working with a client’s third-party legal counsel, and the frequent black holes in communication that would delay the project and the client’s go-to-market date. Project timelines were often at the mercy of the lawyers’ schedules, and on hiatus until they replied. In some cases, Ricardo’s team was given the go-ahead on a name that was deemed safe, only to have to start over down the line because they heard back about legal conflicts.

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## The Haloo Solution: Instant results

Ricardo uses Haloo’s trademark search engine as a collaboration tool and legal reference for his clients. The “pass, pause, stop” system allows him to flag potential risks and conflicts as they come up, without having to wait for a lawyer to weigh in. Sharing that data allows Ricardo’s team and their clients to have meaningful, educated conversations around potential trademarks faster, which means the clients can go to market at full speed

“Clearing trademarks is taking longer.  
Haloo makes it instant.”



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“Naming is hard. It should have more strategy—and part of that is a legal strategy.”

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## Challenge 2: A complex system

Agencies and namers lack an intricate understanding of what might cause confusion in a trademark, which goes beyond exact matches to includes factors like phonetic resemblances and translations in other languages. Ricardo frequently hears questions like, “Can’t we just change a letter?” The answer is no—it wouldn’t pass the likelihood of confusion legal test.

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## The Haloo Solution: Simplicity

Before talking to a client and presenting a list of names, the team uses Haloo as a filter to eliminate any with major or obvious legal conflicts. Those names don’t end up in the presentation, and they don’t end up in front of a client who risks falling in love with something they cannot own. To avoid that wasted effort, Ricardo recommends adding Haloo—and a thorough, considered trademark search—to the naming process upfront.